

MATWATCH

213 Pine Hills Ave. Auburn Al 36830

OCTOBER 16-22

VOL. 2, NO. 17

TURNER'S NWA AT ONE YEAR: ONE MAN'S VIEW

The only thing close to a crystal ball I own is one of those gigantic black 8-balls which always seems to answer, "Ask Again Later." I never saw myself eating frozen yogurt, which I now crave. I once thought the short-lived variety show SATURDAY NIGHT LIVE WITH HOWARD COSELL would be a hit. So, my batting average is often as good as Andre Dawson's in the playoffs. But just days away from Ted Turner's first anniversary of owning a wrestling company, here is one "simple-minded" view of what a struggling NWA could do to reposition itself for better success as the 1990s approach:



**Steve
Beverly**

INCREASE THE FRONT OFFICE STAFF: This is an intangible to TV viewers and arena ticket buyers. But this company is operating with about a fourth the support staff of Titan Sports and trying to compete on a national basis. Is it any wonder the numbers of errors are made in pre-promotion-to-show advertising. People need more concentrated efforts in television, events coordination and public relations.

TEAR UP THE RULEBOOK AND START AFRESH: By that, I mean---purist that I am---this promotion has to forget the stiff emphasis on "we wrestle" and increase its entertainment values weekly. TBS has proven it can produce the best pay-per-view shows in the business. Now, that glitz has to spread over into arena shows and weekly TV. Yes, even at the expense of some of the workrate. But this promotion is still reaching approximately 15-20% of the ticket-buying public. It can no longer afford to rely on tradition to expand its market base.

TURN THE PROMOTION OVER TO THE "KIDS": Four months ago, we made what was considered a radical suggestion by some readers: if the houses and TV ratings don't pick up substantially, declare a new era and begin to make the younger stars the focus, not just the supporting actors of the promotion. The time is here to turn Sting or Lex Luger into a world champion with the other the prime chaser. Ric Flair's stamp is on this genre enough that he doesn't have to wear the big gold to be a major star. Why not give the major action to the younger guys before they are branded as perpetual also-rans?

INCREASE NEW TALENT DEVELOPMENT: By this, I mean not just siphoning away from smaller promotions.



There are still CACTUS JACK MANSON, SCOTTY THE BODY, CHRIS BENOIT, OWEN HART and possibly even CHRIS ADAMS-types who are still prime choice for this promotion. But I'm referring mostly to a "grow-your-own" philosophy, even if Turner has to start his own school to train potential stars in this group's particular style. Already, Jody Hamilton is on staff and is a fine trainer. The group has connections with Hiro Matsuda. And even Bobby Eaton could move into a role of tutoring tag wrestlers. But the future of the Turner organization is in developing original stars, in my view.

CUT THE DEAD WOOD: TBS has been learning the wrestling business this last year, sometimes in a painful way. It's time to play NFL head coach or general manager at training camp time when contracts are up for renewal in 1990. I won't name names but there are some veterans who plainly aren't the future of this group and, painfully, need to go. And that decision, if made objectively, may have to be made above the level of booker.

BRING BACK IMMEDIACY TO WEEKLY TV: I don't think you have to do it live because I don't think, in this era, viewers care---except on pay-per-view shows. But
(Continued on Page 2)

STEVE BEVERLY COLUMN (Continued from Page 1)

I truly feel some of the freshness has gone out of pro wrestling on TV because of the crazy advance taping schedules brought on by national travel. It may be impractical to bring the guys back to Atlanta for Saturday a.m. tapings on a same-day-as-air basis as in the past. But no one can talk about what "happened this week" around the circuit, except in generic terms and continuity is often lost between TBS and the local city fans. Somehow, a way has to be found to tape the shows closer to air date and I'm not sure what is practical.

TOTALLY REVAMP THE WEEKLY SHOW FORMATS: If it takes six months to do it, don't be afraid to radically change show openings, develop new segments and change the focus of the shows---even to having a hand-held camera follow fans in the door of an arena. Some nice cosmetic changes and a shift on TBS to Center Stage have been made but only POWER HOUR shows signs of moving toward slicker post-production. Otherwise, we basically have Jim Crockett wrestling with new bells and whistles sandwiching the package and---of late---even Crockett booked better TV during his seven-week stint as matchmaker last winter. But this promotion should not be afraid any more to insert new elements into a show that are maverick in nature to TV wrestling. And that may necessitate hiring a producer who has had nothing to do with wrestling but knows how to produce good entertainment.

BRING AN END TO THE NATIONAL WRESTLING ALLIANCE: What's that, you say? Mr. NWA Purist Beverly saying throw out 85 years of history. You betcha. My idea is to do what the original plan was with the old UWF/NWA situation: I'd develop a new group called WAR---Wrestlers in American Rings. WAR starts out by signing Sting to a record contract to "jump leagues" and little by little, you evolve into a two-league situation that ends after six to nine months in a unification that eliminates BOTH monickers and allows the group to create a modern, youth-oriented identity. Folks, it's only a small portion of that 20% of wrestling aficionados who care that the NWA is the "oldest and largest sanctioning body," that two more Flair title reigns would give him a record eight, or even who Lou Thesz---one of my personal idols---is.

To sell Sting, Luger, the Skyscrapers and the monsters of the future, you need a contemporary package to wrap them in and I'm convinced TBS cannot hang onto an outdated umbrella today's followers find unimportant.

ELIMINATE ACTIVE WRESTLERS BOOKING: This is going to step on some toes and I'm sorry. But even though the George Scott regime proved a failure, I think TBS needs to revert to its original intention to keep active participants away from final voice status on bookings. It simply creates too many political problems and tensions among the wrestlers. If someone wants to book and has the talent---fine. But let him also come off the road...and off TV, except in infrequent guest appearances. An active competitor simply does not need to sit in control of the fates and fortunes of the men with whom he shares the limelight. That's why the majority of television news directors no longer anchor newscasts today. At some point, you have to stop being administrator and start being star and the two do not mix.

These are simply sketches on a pad. The real key has to be those in the TBS boardroom at an echelon above any wrestler deciding what they want this promotion to be, setting a master plan for executing in motion, and sticking to it. In one man's view, that means literally throwing out the old rulebook and doing anything that's never been done before that has a creative spark, no matter what veterans attempt to shoot down with a "you-can't-do-that" philosophy. It's 1990, friends. It's time to go after the masses. Put it this way---what does TBS have to lose?

THIS WEEK'S HEADLINES

CLASH IX CARD TOLD;
"I QUIT MATCH" ON TOP

ATLANTA---The six-month feud of Ric Flair and Terry Funk will likely end in an "I QUIT" match on the Nov. 15 CLASH OF THE CHAMPIONS IX: NEW YORK KNOCKOUTS on TBS.

The live show from Troy, N.Y., will also feature a Lex Luger-Brian Pillman match, Freebirds vs. Road Warriors, Doom vs. Eddie Gilbert & Tommy Rich, The Midnight Express vs. The Dynamic Dudes, Steve Williams vs. Cuban Assassin and Z-Man vs. The Destroyer.

Matches are subject to change.

"THIS WEEK'S HEADLINES" Continues on Page 6.

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SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWERSLAM- Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor.

(SCW) - Mike Golden/Mr. Atlanta d. Steve Reeves/Chic Donovan; David Sammartino d. Invader; Ivan Koloff d. Carlos Williams; Jay Eagle d. Chance Myers; REPLAY: Jim Powell-Nightmare Ted Allen split. ANGLE: Allen & Powell reunite during interview & as Powell walks away, Allen decks him. BOMB-PLUS.

(USWA) - Gary Young d. J.J. Funk; Jeff Jarrett/Matt Borne d. Ron Starr/Sheik Braddock; Chris Adams d. P.Y. Chu'i by DQ when Tojo Yamajoto runs in but Toni Adams saves w. kendo stick. VIDEO: Kerry Von Erich. ANGLE: Billy Travis tells off Percy Pringle. RESTHOLD-PLUS.

(NWA/SYND.) - {WORLD WIDE}: Animal d. Lee Scott; Midnight Express/Steve Williams d. Bob Emery/Agent Steel/Cruel Connection; Steiners d. Trent Knight/Dong Sartain; Sky-scrappers d. Eddie Gilbert/Tommy Rich; X-Man d. Ding Evans; ANGLE: WOMAN introduces Kevin Sullivan as her "protege." PEDICINO'S NOSE (both shows): Joe says WOMAN should stay home. RESTHOLD.

{NWA PRO}: Lex Luger d. Jerry Price; 8-MAN: M Ex/Dynamic Dudes d. Bill Ford/Gene Ligon/Steel/Tony Suber but M Ex refuses to tag Dudes during match; Terry Funk/Muta d. Evans & Scott; Road Warriors d. Tommy Angel & Rusty Riddle but have standoff w. Skyscrapers as show ends. RESTHOLD.

(CWA) - Jerry Lawler wins DQ over Buddy Landell when Landell hits ref; Dutch Mantel/Freddy win DQ over Blackbirds when Harold Harris runs in; Rock & Roll Express d. Mike Davis/Chris Frazier; Tony Anthony d. Tim Hall; Bill Dundee/Dustin Rhodes win DQ over Wildside when Chris Champion uses flagpole on Dundee; SEGMENT: Lawler accuses Wildside of "devil worship." DRAW-PLUS.

(CWF) - Cactus Jack Manson d. Johnny Gilbert; Adrian Street/Todd Morton d. Beauty & the Beast to force B&B to split; Wendell Cooley d. Lou Fabiano; Jerry Stubbs d. Jimmy Golden and in post-match melee, injures Robert Fuller's leg w. figure-4. RESTHOLD-PLUS.

(WWF/USA) - Akeem d. Brett Cannon; Rick Rude d. Jim Evans; Brutus Beefcake d. Boris Zhukov; Tito Santana d. Tom Burton; Jake Roberts d. Brian Costello; HANDICAP: Bad News Brown d. Chuck Casey/Scott Coltan; Terry Taylor d. Jim Merkle; Rockers d. Tom Stone/Stoney Burke; BRO. LUV: Curt Hennig/Lanny Poffo; Hart Foundation d. Powers of Pain by countout; TOP SEG: Roddy Piper decries gas shortages, children riding school buses

without seat belts. RESTHOLD-PLUS....but Piper's 4-min. monologue magnificent!

(WWF/SYND.) - {CHALLENGE}: Roberts d. Barry Horowitz; Taylor d. Merkle; Big Bossman d. Tom Sexton; Tully & Arn d. Mark Young/Dusty Woods; Dino Bravo d. Red Tyler; Jimmy Snuka d. Alan Reynolds; Santana d. Burton; FEATURE: Liz Poffo on NO HOLDS BARRED video. BOMB-PLUS.

{SUPERSTARS} - Ultimate Warrior d. Dale Wolfe; P.O.P. d. Young/Larry Lawson; Greg Valentine d. Jim Evans; Bret Hart d. Stone; Taylor d. Costello; BRO. LUV w. Macho King & Queen Sherri; HANDICAP: Brown d. Casey/Colton; Sheepwackers d. Brooklyn Brawler/Ray Oakley. BOMB-PLUS.

(NWA/TBS) - {POWER HOUR}: Norman d. Angel; Road Warriors d. New Zealand Militia; Ric Flair d. Dick Slater by countout; FUNK'S GRILL: Terry suggests Scott Steiner caused Rick's woes with WOMAN. WNN: Gordon Solie calls for all 4 Thunderdome wrestlers to be strip-searched before match. DRAW.

{WCW}: Dudes d. Scott/Ford; Norman d. Ricky Nelson; Tommy Rich d. Chris Powers; REPLAY: Luger-Pillman angle of last week; Pillman d. Joe Cazana by DQ when Luger runs in & the 2 brawl to the dressing room; Tom Zenk d. Keith Steinborn; ANGLE: Luger attacks Gene Ligon during interview and slams him on the emcee's platform; Mike Rotunda d. Italian Stallion; Sting d. Angel; HANDICAP: Sid Vicious d. Mark Kyle & Jerry Price; Steiners d. Riddle/Thad Clark; M Ex/Dr. Death d. Ligon/Steel/Rick Connors; NWA TV TITLE: Muta d. Bobby Fulton; Flair/Sting name Ole Anderson their Designated Terminator for Thunderdome. RESTHOLD.

{MAIN EVENT}: Key match: Steve Williams wins DQ over Luger when Lex uses a steel chair on Doc; Flair/Sting win squash; FEATURE: WOMAN reveals Sullivan as protege. DRAW.

(PORTLAND) - Beetlejuice d. Moondog Moretti; Al Madril wins DQ over Carl Stiles; PACIFIC NW TITLE: Rex King d. Scotty the Body to win belt; Rip Oliver wins DQ over Grappler when Grappler handcuffs Oliver to turnbuckle & begins beating on Rip's son Larry before Sandy Barr saves; Brian Adams vs. Bill Francis in progress as show ends. RESTHOLD-PLUS.

(ICW) - Jose Borancano d. Danny Evans; Roadblock d. Al Coleman; Undertakers d. Dennis Allen/Manuel Rodriguez; Kendall Windham d. Bruno Niev; Janie West d. Janita; ICW TITLE: Tony Atlas d. Tom Brandi. BOMB-PLUS.

(AWF) - Tim Sledge d. American Eagle; Paul Lee d. Mike Adonis when Ron Davis runs in and beats Lee to juice job; Lee vs. Davis ends in wild no contest with chairs, golf clubs thrown; ANGLE: Heel ref Carlton Espy now managing Lee & Sledge. BOMB-MINUS.

TV TEMPO

Week of
Oct. 9-15

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(PWF) - Terminator d. Rock Hard Rick; REPLAY: Kendall Windham wins squash; Steve Keirn d. El Cid; Ron Slinker d. Tyrone Pryor & keeps beating until Tyree Pride saves; Pride d. Bobby Brooks (called Larry Brisco last week); FLA. TAG TITLE: Nasty Boys d. Mike Awesome/Dennis Knight; SEGMENT: Financial agent Eric Walloga announces public stock offering for PWF shares. BOMB-PLUS.

(WWF/NBC) - {SNME}: Randy Savage d. Jimmy Snuka w. Sherri's purse & holding trunks; Hulk Hogan d. Ted DiBiase but Zeus snaps Hogan's neck after & DiBiase puts Hulk to sleep before Jake Roberts saves w. Damien; Piper d. Haku; Santana vs. Martel ends in double DQ when both SURVIVOR teams get into brawl; Sheepwhackers d. Rougeaus. DRAW-PLUS.

LINE OF THE WEEK - 1. Roddy Piper, PTW, on Genius: "If he's such a genius, why can't he memorize his own poems?" 2. Rick Steiner & Terry Funk, PH: (RS) "I hate women. I hate all of 'em." (TF) "What if Scotty was your sister?" (RS) "I'd beat him up, anyway." (TF) "What about your mommy?" (RS) "That's different. She had us." 3. Jim Cornette, PH: "Hurricane Hugo hit Puerto Rico & did over \$5 million worth of improvements." 4. Piper, PTW, to Bobby Heenan: "You keep that Liberace jacket on. Keep that mouth open & it's big enough, you could still stuff a 3-course meal inside." 5. Heenan, PTW, on Piper: "That man's a fried egg." 6. Piper, SNME: "You know what you do with a family like Boobsie's? You have 'em fixed." 7. Cornette, PH: "I'm going to Giants Stadium & get Jimmy Hoffa. Gives sudden death a whole new meaning." 8. Hogan, SNME: "Hulkamania IS wrestling. Hulkamania IS the WWF." (Has he told Dusty?) 9. Lanny Poffo, PTW, on Curt Hennig: "A man who is to wrestling what Romulus & Remus were to Rome." 10. Gorilla Monsoon, PTW, on Heenan: "This guy's not a thinker...he's a stinker!"

11. Piper, PTW, on Genius: "If that's a genius, I don't mind being an idiot." 12. Sting, NWA: "The only way to prepare for Thunderdome is to take out a pair of jumper cables, hook 'em up to a battery & bite the ends myself." 13. Cornette, PH, on closeup of Norman: "You've heard of a picture being worth 1000 words. This picture is worth a dose of Pepto Bismol." 14. Tony Schiavone, PTW, on Beefcake-Zhukov: "It's obvious Brutus can't cut any hair if he wins." 15. Piper, PTW: "A manager's just someone who's afraid to fight." 16. Billy Travis, USWA: "I wouldn't hit Eric on purpose. Eric's my friend." 17. Samuel Kent, SCW: "Cockroaches cannot be confused with house pets. They multiply & make many more." 18. Funk, WCW, on Thunderdome: "Some people say it's a colossal vulgarity. But I say it's an end to a means." 19. Bob Caudle, NWA, on Dudes/M Ex: "Those 4 guys have more moves than a bevy of hula girls!" 20. Cornette & Jim Ross, PH: (JC) "I had a crabcake today." (JR) "I married one." 21. Charlie Platt, CWF, to Robert Fuller: "I can't think of anything good ever coming out of Dyersburg, TN." 22. Dixie Dynamite, CWF, on Fuller's injury: "I guess the head coach is gonna be on injured reserve." 23. Ross, WCW: "Cornette, our subscription to Bodybuilding Magazine has expired." 24. Scotty the Body, PORTLAND, on Ginger: "Is

that her face or did her neck throw up?" 25. Dallas Page, PWF: "When my girls go to Clearwater Beach, they see the Nasty Boys in G-string bathing suits."

STRONGEST COMMENTS - 1. Joe Pedicino, NWA: "WOMAN's place is in a home---right alongside Kevin Sullivan in a rest home." 2. Ventura, SNME, on Sherri: "She's just a woman. What can she do?" 3. Cornette, PH: "If your local cable company does not carry NWA pay-per-view events, I think a few profanities are in order."

QUESTIONS OF THE WEEK - 1. Heenan, PTW: "Are you saying I'm on the take?" 2. Ventura, WWF: "Why would anyone pattern himself after a barnyard animal? Roosters aren't very clean." 3. Ventura, SNME, on Jimmy Hart being stripped to briefs: "Where are the censors when you need 'em?"

NICKNAMES OF THE WEEK - 1. AIR BAG (Piper on Heenan). 2. MR. FUJI'S TWO-O (Schiavone on P.O.P.). 3. HOLLYWOOD HOGAN (Bad News on Hulk).

BEST PICTURES - 1. NBC, Piper signaling 1st Heenan family victim. 2. WWF, Savage choking Sherri. 3. TBS, Rick Steiner feigning suplex on Funk on FUNK'S GRILL. 4. TBS, closeup of Stinger Splash. 5. NBC, Jimmy Hart's musical briefs.

PASSWORD OF THE WEEK - "Horrification." Jim Cornette: "There was a look of horrorification on Luger's face."

BLOOPER AWARD - Ross, WCW: "Anderson and Funk are the two men alone who can end the Thunderdome." It's Hart, not Funk.

BOO AWARDS - 1. PWF, for namedropping 5 well-known wrestlers as coming in who may or may not be. 2. Savage, WWF, for choking Sherri. 3. Nick Patrick, NWA, for not DQing Mike Rotunda for backflipping Stallion over top rope.

TUBE TALK: PWF plugged Eddie & Missy, Ron Bass, Dory Funk Jr. & Kevin Sullivan as coming in....TAMPA TRIBUNE reports Wayne Coulter seeks \$2 million in PWF stock offering similar to old Global effort....PORTLAND held TV title tourney over the weekend....WWF SUPERSTARS now on in Austin TX....Dave Togie replaces Greg Solie as PWF producer.

I still don't sense big buy-in for HALLOWEEN HAVOC but it's not for lack of a big push over the weekend....Loved Tully's interview for SURVIVORS, saying how "it's I QUIT on Thanksgiving night"....Brad Armstrong in CWF to challenge for Dennis Condrey's belt....Adrian Street & Terry Garvin in series of CWF loser-leaves....Next SNME will be Nov. 25....Saturday's SNME was neither the best or worst, in my view. Hogan-DiBiase was formula, but Hulk did win with a package, a rarity. Bushwackers-Rougeaus was almost a duplicate of their WM5 match.

MATWATCH SUBSCRIPTIONS

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ONE MORE: One add-on to the CLASH IX card: a Steiners-Skyscrapers match. Expect a major publicity blitz in the Albany-Troy area to try to get a bigger crowd than the 1,300 at the last Troy show.

ROSSIE SIGNS: After nine months of negotiation, Jim Ross has signed a contract with TBS, ensuring his role as host of WCW through 1992 and possibly opening the door to other work in the company.

INSIDE DUSTY: The Oct. 10 segment of INSIDE EDITION profiled the Steve Diblasio (Big Daddy) vs. Dusty Rhodes trial in Florida. Footage was shown of Diblasio vs. One Man Gang and Ron Bass pre-1984 in Florida and tapes of Dusty's testimony were shown, in which Rhodes testified, "It's 100%...100% entertainment---that's all it is." Dusty called Diblasio a "nice guy" and said he was trying to "help him out," but Diblasio portrayed Dusty as responsible for Big Daddy's knee and leg damage and told IE, "Dusty said, 'It's MY way or the highway.'"

NOSTALGIA I: Next year's CAULIFLOWER ALLEY CLUB reunion of past wrestlers in California will be Feb. 17 in Studio City. Among the honorees: Lord James Blears' manager Capt. Leslie Holmes, Dick (Destroyer) Beyer, John Tolos, Gladys "Killem" Gillem and Shohei Baba.

NOSTALGIA II: The Oct. 28 WCW on TBS will preview that night's HALLOWEEN HAVOC in the first hour and Jim Ross will do two live satellite cut-ins from Philadelphia. The second hour will reveal the card for CLASH IX. With Ross in Philly, subbing as host (with Jim Cornette) will be a guy who was Mr. TBS Wrestling for 12 years: Gordon Solie.

NO SUNSHINE YET: Eddie Gilbert has no plans to book or work the PWF/Florida circuit, according to insiders. Though PWF officials have told folks they "have Eddie & Missy (Hyatt)," Gilbert remains under NWA contract through February and MATWATCH has been told the PWF announcement on its Oct. 7 show was "very premature."

MANNY'S BACK: Manny Fernandez is also being billed as working some TV dates for the new North American circuit.

LEAD-INS: A couple of scattered mark-

ets show wrestling feeding good lead-ins to AMERICAN GLADIATORS and ROLLERGAMES. In Detroit (WKBD), AG gains a full share point over its WWF lead-in. In New York, ROLLER is showing gains at noon from the 11:00 3-plus ratings of NWA WORLD WIDE. But in Atlanta (WGNX), ROLLERGAMES finishes last in the time period from 8-9 p.m. Saturdays, taking it on the chin from WWF CHALLENGE on WVEU.

IS HE OR ISN'T HE?: Lots of rumors flying that Bret Hart and/or Honky Tonk Man are headed to the NWA. Reliable sources tell MATWATCH Hart is interested but wants too much money; however, neither he, nor any of the reportedly dissatisfied WWF parties have been contacted by the NWA. Some parties have called Atlanta.

T&A WATCH: Further, I'm told Tully Blanchard and Arn Anderson will sign no firm NWA contract until their official 13-week notice period is up with the WWF. But my info is they will likely enter as babyfaces for a while.

LINCOLN LUMPS: At the WWF card in Lincoln, T&A were still defending the belts as they will until the title changes on TV. One MATWATCHer who was there spoke to Arn, who slammed the WWF belt on a table and said, "They can have these things. We're through with this place!"

ONE MORE ON ARN: Anderson, as well, refused to close out in a series where he would put over Ultimate Warrior.

PAUL E. WATCH: Reports are that Paul E. Dangerously had another studio session in Connecticut as a trial for Titan in the past week.

TENNESSEE TROUBLE?: Jerry Jarrett is replacing the CWA show in Chattanooga with USWA and reportedly, Jerry Lawler is miffed about it. So are the area's traditional Memphis fans.

ON ELVIRA: A view from here is that the Elvira promos for HALLOWEEN HAVOC do a great job of getting Elvira's comedic talents over but a poor job of selling the wrestling card. I understand Elvira rejected the original concept which would have pushed the wrestling elements more.

NETWORKING: NWA has lost its slot in Jackson MS, so an upcoming TV taping there is shifting to Little Rock AR. AWA will be pre-empted on ESPN until Oct. 28 at 12 midnight (EDT), when the Destruction Crew tag title win will likely air.

CRUISING ALONG: Jim Ross will do color to Chris Cruise's WORLD WIDE play-by-play until Terry Funk is ready to take the color slot.

THIS WEEK'S HEADLINES

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WRESTLING EMCEE RICK STEWART DIES OF MENINGITIS

Former television wrestling host Rick Stewart died Oct. 4 after a brief bout with meningitis. He was 31.

Stewart's last TV stint had been as host of Nelson Royal's ATLANTIC COAST WRESTLING last spring. His career began as emcee of Continental Championship Wrestling in the early 1980s and he went on to host programs for CENTRAL STATES and SOUTHERN CHAMPIONSHIP WRESTLING. In addition, Stewart co-hosted an early STARRCADE with Tony Schiavone.

Sources say Stewart's illness was first detected by his mother when he was unable to stable himself while taking a phone call.

TRUMP PULLS OUT OF JOINT BID WITH TITAN FOR STONES SHOW

NEW YORK---Trump Sports and Entertainment has withdrawn from a joint effort with Titan Sports for a bid on a December pay-per-view Rolling Stones concert.

In a HOLLYWOOD REPORTER story, TSE President Mark Etes said the Trump company will now pursue PPV rights on its own.

Specific reasons were not given for the split but Etes has already met with representatives of Viewers' Choice and Request TV in an effort to land the show.

PINFALL PROFILE

In THIS WEEK'S HEADLINES, as well as in other newsletters, you've read of a sad note in the wrestling industry.

Rick Stewart never became a superstar as an announcer but he always handled himself

with class on the small promotion shows he hosted.

I only met him personally once, after Joe Pedicino's WRESTLETHON at WATL in Atlanta in 1988 but he was cordial and affable to me and columnist Richard Hyatt. I'm told he was that way to virtually everyone he met.

During the week, I spoke with an industry insider who had worked with Stewart in recent years and he said, "One thing was for sure with Rick. He always did the best he knew how and he was always on time and professional."

A number of people in my parts have expressed shock, remembering Rick from his years as CONTINENTAL host. He left the wrestling business for a while in late 1988 to deal with personal problems and simply because there wasn't much money in emceeing the SOUTHERN show.

For wrestling fans, in general, the death of Rick Stewart takes away another young voice, who---with the right break---might have enhanced a larger group. And how few of those do we have currently remaining.

I remember how sincerely distraught Stewart was at the death of Bruiser Brody, whose matches Rick had often called. It was that kind of sentiment which made Stewart a well-liked, if not well-known announcer. Our deepest sympathy is extended to his family and friends.

RATINGS RAP: CABLE

Week Ending Oct. 9	RTG	SHR	HOMES
WWF ALL-AMERICAN (USA 10/8)	2.4	6.4	1.16 m*
WWF PRIME TIME (USA 10/9)	2.4	3.6	1.15 m
NWA W. CHAMPIONSHIP (TBS 10/7)	2.3	5.1	1.15 m
NWA MAIN EVENT (TBS 10/8)	2.1	4.0	1.05 m
NWA POWER HOUR (TBS 10/6)	1.8	3.1	901,000
NWA POWER (Replay) (TBS 10/7)	0.4	3.7	204,000

* - millions of homes

(ANALYSIS: For the fourth straight week, the collective ratings are in a lethargic state with the only real gain posted by WCW (of .2). The Luger-Pillman angle posted a 2.7/5.3 share. But MAIN EVENT is suffering vs. late NFL action. Plus, you can't just blame PTW's dip on NFL because Monday Night Football is close to over on the West Coast feed. Just, overall, depressing numbers.)

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